

Message Text

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UNCLAS CASABLANCA 0510

USIAC

E.O. 11652: N/A
SUBJ: CASABLANCA FAIR HIGHLIGHTS

REF: CASABLANCA APRIL 28, 0462 & MAY 4,0486

1. AT MIDPOINT IN 18-DAY 27TH BIENNIAL CASABLANCA TRADE FAIR, SUCCES OF USIS EXHIBIT COMMEMORATING 200 YEARS OF MOROCCAN-AMERICAN FRIENDSHIP IS ALREADY APPARENT. CROWDS OVER 3-DAY LABOR DAY HOLIDAY AND THROUGH SUBSEQUENT WEEK EQUAL THOSE OF 1975 (227,000).

2. THIS YEAR'S USIS EXHIBIT, FEATURING VTR OF HASSAN II'S 1963 US VISIT AND MANY MOROCCAN PORTRAITS, LETTERS, ARTIFICATS, AND PRICELESS ROYAL GIFTS, IS HIGHLY COMPLIMEMNTARY TO MOROCCAN NATIONAL PRIDE. IT ALSO CLEARLY DOCUMENTS CLOSE RELATIONS THROUGH TWO CENTRIES AND AS SUCH BROUGHT ENVIOUS COMMENT FROM FRENCH DIGNITARY: "WHY DIDN'T WE THINK OF SOMETHING LIKE THIS?" OTHER FAVORABLE COMMENTS INCLUDED THAT OF MAROC-SOIR EDITOR-IN CHEF KACIMI ALAOUI THAT US PAVILION WAS THE BEST EVEN THROUGH HE COULD NOT SO STATE IN EVENHANDED REPORTAGE ON EACH OF 34 NATIONS REPRESENTED. PRSS KIT INCLUDED DETAILED LIST OF ARTIFACTS AS WELL AS STATEMENT BY PRESIDENT
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CARTER, SECRETARY OF COMMERCE KREPS AND AMBASSADOR ANDERSON.

3. AMERICA DAY (SHARED WITH REPUBLIC OF KOREA ON MAY 4) FEATURED RITUAL FLAG-RAISING AT 0930 AND DAY-LONG PLAYING OF USIS-FURNISHED MUSIC WITH TOUR OF US PAVILION FOR FAIR DIGNITARIES AND PRESS CONDUCTED BY AMBASSADOR CITED

SIGNIFICANT LANDMARKS IN TWO-CENTURY FRIENDSHIP, MAROC-
MAGASINE, NATIONAL SUNDAY SECTION OF MAROC-SOIR, CALLED THE
EXHIBIT " A REMARKABLE RESEARCH EFFORT MADE BY THE
AMERICAN CULTURAL SERVICES TO CREATE.... A VERITABLE MUSEUM
ILLUSTRATING MOROCO-AMERICAN RELATIONS THROUGH THE CENTURIES."
RECEPTION THAT EVENING FOR OVER 600 INVITED GURSTS BROUGHT
CREAM OF MOROCCO' S BUSINESS COMMUNITY TO EXAMINE EXHIBIT
AT LEISURE AND VIEW TV NEWS COVERAGE OF US COMMERICAL
AND USIS EXHIBITS, INCLUDING AMBASSADOR AND PRIME MINISTER'S
OPENING DAY VISIT AND DETAILED TV CAMERA
EXAMINATION AND COMMENTARY ON USIS EXHIBIT ORGANIZED EARLIER
BY BPAO WHEN PAVILION WAS CLOSED TO PUBLIC.
AMERICA DAY ACTIVITIES ARE STILL LOOKED BACK ON BY USIS
CONTACTS AS ONE OF THE HIGHLIGHTS OF FAIR.

4. NO DAMAGE, LOSS OR MALFUNCTION IN USIS EXHIBIT NOTED SO
FAR. WITH 24-HOUR POLICE GUARD, PLUS USIS CASABLANCA PERSONNEL
ON DUTY DURING OPENING HOURS AND THREE YOUNG ARABIC-OR-FRENCH
SPEAKING AMERICAN WOMEN ALTERNATING AS GUIDES, MAXIMUM ATTENTION
TO VISITORS' QUERIES AS WELL AS TO PHYSICAL SECURITY IS ASSURED.
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*** Current Handling Restrictions *** n/a

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